

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP JUL17/12 14.3
*** ORIGINAL REV# *** * * * WFLA-TV ***

FAX# 703-516-9680
REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP JUL17/12 14.3
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FAX# 703-516-9680
REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP JUL17/12 14.3
*** ORIGINAL REV# *** * * * WFLA-TV ***

ADV #	ADV. NAME	ISS/AMER. CROSSROADS	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	CROSSROADS MEDIA LLC	BUYER NAME	EMILY MILHOAN	
		66 CANAL CENTER PLAZA, SUITE 555	SALES PRSN WA-	MEGHAN MCGARR (H)	
		ALEXANDRIA, VA 22314			
	CONTRACT #	6238527	CLASS: NATIONA	LOCAL	REGIONAL
PRDCT AMERICAN CROSSROADS	EST# 693	COMMENTS: (LINE, ORDER, INVOICE)			
FLIGHT DATES OCT16/12	OCT22/12 WK-1				
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	JUL17/12	14.32

REP:	NEW ORDER				
	TOTAL \$104,975 @86X				
	PLEASE CONFIRM				
	THANKS BEN FOR MEGHAN				
CON CM	*** THIS IS A CASH IN ADVANCE SCHEDULE ***				
	AMERICAN CROSSROADS				

AMOUNT: \$4100

:	LINE#:	REP :	CD:	TIME PERIOD	:	LNGTH	:	SEC	:	RATE	:	START	:	END	:	SPTS:	WEEK	:	DAY	:	TOTL:	
:	LINE#:	:	:	:	:	:	:	:	:	:	:	DATE	:	DATE	:	/WK:	INVT	:				SPTS:

AGENCY ADVERTISER CODE = 11 AGENCY EST# = 693
AGENCY PRODUCT CODE = 27

1	100P-200P	30	\$500.00	10/19	10/19	1	FRI	1
PROGRAM :	DAY'S OF OUR LIVES	CON COMI:	DAY'S OF OUR LIVES					
2	100OP-110OP	30	\$5,000.00	10/19	10/19	1	FRI	1
PROGRAM :	DATELINE	CON COMI:	DATELINE					
3	110OP-1135P	30	\$2,500.00	10/19	10/19	1	FRI	1
PROGRAM :	NEWS CHANNEL 8 @ 11PM	CON COMI:	NEWS CHANNEL 8 @ 11PM					

NOV 01 2012

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP JUL 17/12 14:3
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP JUL 17/12 14:3
*** WFLA-TV ***

	LINE# : REP# : CD:	TIME PERIOD	LGTH	SEC	RATE	START	END	SPTS:	WEEK	DAY	TOTL:	:SPTS:
4		1135P-1237A	30		\$1,200.00	10/19	10/19	1		FRI	1	
5	PROGRAM : CON COM1:	THE TONIGHT SHOW										
6	PROGRAM : CON COM1:	TODAY SHOW	3		\$300.00	10/19	10/19	1		FRI	1	
7	PROGRAM : CON COM1:	RACHAEL RAY										
8	PROGRAM : CON COM1:	DOCTORS	30		\$450.00	10/19	10/19	1		FRI	1	
9	PROGRAM : CON COM1:	DR. OZ										
10	PROGRAM : CON COM1:	NEWS CHANNEL	8	5P	\$750.00	10/19	10/19	1		FRI	1	
11	PROGRAM : CON COM1:	NEWS CHANNEL	8	5P	\$1,500.00	10/19	10/19	1		FRI	1	
12	PROGRAM : CON COM1:	NEWS CHANNEL	8	530P-630P	\$1,500.00	10/19	10/19	1		FRI	1	
					\$2,000.00	10/19	10/19	1		FRI	1	

REP MEADLINE# 6238527

REF: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
CREDR WORKSHEET HARRIS REPORT FROM REP

JUL 17 / 12 14 - 3
*** WFTLA-TV ***

REP HEADLINE# 6238527
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 CREDIT ADVISORY: AGENCY ORDER WORKSHOP FAX# 703-516-9680
CREDIT RISK !!! HARRIS REPORT FROM REP

RE P HEADLINE # 6238527
*** ORIGINAL FEG#O ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISOR: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

JUL17/12 14-3
*** WFLA-TV ***

LINE#	REF	CLL:	TIME PERIOD	LNGTH	SEC:	RATE	START	END	SPTS:	WEEK	DAY	TOTL:
				:	:	:	DATE	DATE	/WK:	INVT		:SPTS:
31			630P-700P	30		\$5,000.00	10/22	10/22	0		MON	0
	PROGRAM :	NBC NIGHTLY NEWS										
	CON COM1:	NBC NIGHTLY NEWS										
32			700P-730P	30		\$2,000.00	10/22	10/22	1		MON	1
	PROGRAM :	ENTERTAINMENT TONIGHT										
	CON COM1:	ENTERTAINMENT TONIGHT										
33			700A-900A	30		\$1,400.00	10/22	10/22	1		MON	1
	PROGRAM :	TODAY SHOW										
	CON COM1:	TODAY SHOW										
34			730P-800P	30		\$2,000.00	10/22	10/22	1		MON	1
	PROGRAM :	EXTRA										
	CON COM1:	EXTRA										
35			800P-900P	30		\$2,500.00	10/22	10/22	0		MON	0
	PROGRAM :	THE VOICE										
	CON COM1:	THE VOICE										
36			900A-1000A	30		\$700.00	10/22	10/22	1		MON	1
	PROGRAM :	TODAY SHOW 2										
	CON COM1:	TODAY SHOW 2										
37			1100P-1135P	30		\$1,400.00	10/20	10/20	0		SAT	0
	PROGRAM :	NEWS CHANNEL 8 @ 11PM										
	CON COM1:	NEWS CHANNEL 8 @ 11PM										
38			600P-630P	30		\$900.00	10/20	10/20	(1) Nia	SAT		1
	PROGRAM :	NEWSCHANNEL 8										
	CON COM1:	NEWSCHANNEL 8										
39			630P-700P	30		\$3,300.00	10/20	10/20	0		SAT	0

REP HEADLINE# 6238527
*** ORIGIN# REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

JUL 17 / 12 14 - 3
*** WFLA-TV ***

REP HEADLINE# 6238527
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

JUL 17 / 12 14 - 3
*** WFTV-TV ***

FEB HENLINE # 527
*** ORIGINATOR REV#0 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGEN
WERK WORKSHEET

FAX# 703-511
CREDIT RISK !!!
HARRIS REPORT FROM REP

JUL 17 / 12 14 - 3
*** MERTA TIV ***

REF HENGLINE# 6238527
*** ORIGINAL REV#0 *

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

CREDIT RISK !!!
HARRIS REPORT FROM REP JUL17/12 14.3
000-103-310-9000

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP JUL17/12 14.3
*** WFLA-TV ***

REP HEADLINES 1-38527
+ A 4 GEORGE RUSH ***

REF# TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK ! ! !
CHECK WORKSHEET HARRIS REPORT FROM REP

JUL17/12 14~3
*** WFIA-TV ***

REP : TEL# 703-516-9399
HEADLINE# 6238527
CREDIT ADVISORY: AGENCY CREDIT RISK ! !
*** ORIGINAL REV#0 ***
ORDER WORKSHEET HARRIS REPORT FROM REP
*** WFILA-TV ***

FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK ! !
ORDER WORKSHEET HARRIS REPORT FROM REP
*** WFILA-TV ***

JUL17/12 14:3
*** WFILA-TV ***

LINE#	REF	CD:	TIME PERIOD	LENGTH	SEC	RATE	START DATE	END DATE	:SPTS:	WEEK /WK:	DAY	:TOTL:	:SPTS:
94			600P-630P	30		\$2,000.00	10/17	10/17	1		WED		1
95			600A-700A	30		\$1,000.00	10/17	10/17	1		WED		1
	PROGRAM :	NEWS CHANNELS											
	CON COM1:	NEWS CHANNELS											
96			630P-700P	30		\$5,000.00	10/17	10/17	0		WED		0
	PROGRAM :	NBC NIGHTLY NEWS											
	CON COM1:	NBC NIGHTLY NEWS											
97			700P-730P	30		\$2,000.00	10/17	10/17	1		WED		1
	PROGRAM :	ENTERTAINMENT TONIGHT											
	CON COM1:	ENTERTAINMENT TONIGHT											
98			700A-900A	30		\$1,400.00	10/17	10/17	1		WED		1
	PROGRAM :	TODAY SHOW											
	CON COM1:	TODAY SHOW											
99			730P-800P	30		\$2,000.00	10/17	10/17	1		WED		1
	PROGRAM :	EXTRA											
	CON COM1:	EXTRA											
100			900A-1000A	30		\$700.00	10/17	10/17	1		WED		1
	PROGRAM :	TODAY SHOW											
	CON COM1:	TODAY SHOW											
OCT/12			104975.00										
							CONTRACT TOTAL		104975.00				
							TOTAL SPOTS		86				

MARKET TOTALS \$2,313,325 WELIA 21% WTFS 19% WTSP 21% WTWT 32% WTOG 0% WMOR 0%
WMOX 0% WXPK 0% WWSB 7% CABL 0% WTTA 0% WMOR 0%

SHARES ARE ACCURATE
SVC- NST BOOKS- OCT/12
DEMO- RA35+*

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 680 Issue 1



WFLA-TV

P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 11/27/693	Campaign Ref: E:120716019
Buyer: " " 10/15/12 to 10/28/12	Client/Product/Estimate: 2	Sales Rep: HRP Washington, DC
Schedule Dates: 10/15/12 to 10/28/12	Weeks: 2	Order Ref: 06238527
Est./PO Number: 06238527	Contract type: Political	Business Type: POLITICAL

Business Category: Transactional

-->

Product: American Crossroads	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order: WFLA	104075

Ref	Sales Product Details			Rate	Spot Type	10/15	10/22	Total	Cost
1	M-F 1p Days Of Our Lives			500	Nbr of Spots	1		1	500
F..			30	Comme				
2	Fri 10p ET / 9p CTT Dateline NBC Friday			5000	Nbr of Spots	1		1	5000
F..			30	Comme				
3	M-Su 11p News			2500	Nbr of Spots	1		1	2500
F..			30	Comme				
4	M-F 1135p ET / 1035p CTT Tonight Show			1200	Nbr of Spots	1		1	1200
F..			30	Comme				
5	M-F 12p Today Show III			300	Nbr of Spots	1		1	300
F..			30	Comme				
6	M-F 2p Rachael Ray			300	Nbr of Spots	1		1	300
F..			30	Comme				
7	M-F 3p Doctors			450	Nbr of Spots	1		1	450
F..			30	Comme				
8	M-F 4p Dr Oz			750	Nbr of Spots	1		1	750
F..			30	Comme				
Weekly Totals: Total Spots(Ord Spots)				70		15		85	

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 680 Issue 1



WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 11/27/693	Campaign Ref: E-120718019
Buyer: ...F..	Client/Product/Estimate: 2	Sales Rep: HRP Washington, DC
Schedule Dates: 10/15/12 to 10/28/12	Weeks: 2	Order Ref: 06238527
Est./PO Number: 06238527	Contract type: Political	Business Type: POLITICAL

Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Cost
9	M-F 5p News ...F..	1500	30 Comme	Nbr of Spots 1	1	1	1500
10	M-F 530a News ...F..	500	30 Comme	Nbr of Spots 1	1	1	500
11	M-F 530p News ...F..	1500	30 Comme	Nbr of Spots 1	1	1	1500
12	M-F 6p News ...F..	2000	30 Comme	Nbr of Spots 1	1	1	2000
13	M-F 6a News ...F..	1000	30 Comme	Nbr of Spots 1	1	1	1000
14	M-F 7p Entertainment Tonight ...F..	2000	30 Comme	Nbr of Spots 1	1	1	2000
15	M-F 7a Today Show ...F..	1400	30 Comme	Nbr of Spots 1	1	1	1400
16	M-F 730p Extra ...F..	2000	30 Comme	Nbr of Spots 1	1	1	2000
17	M-F 9a Today Show II ...F..	700	30 Comme	Nbr of Spots 1	1	1	700
18	M-F 1p Days Of Our Lives M.....	500	30 Comme	Nbr of Spots 1	1	1	500
19	M-Su 11p News M.....	2500	30 Comme	Nbr of Spots 1	1	1	2500
Weekly Totals: Total Spots(Ord Spots)				70	15	85	

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
Submission Number 680 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 11/27/683	Campaign Ref: E/120718019
Buyer: " " 10/15/12 to 10/28/12	Client/Product Estimate: 2	Sales Rep: HRP Washington, DC
Schedule Dates: 10/15/12 to 10/28/12	Weeks: 2	Order Ref: 06238527
Est./PO Number: 06238527	Contract type: Political	Business Type: POLITICAL

Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Cost
20	M-F 1135p ET / 1035p CT Tonight Show M.....	1200	30 Comme	Nbr of Spots	1	1	1200
21	M-F 12p Today Show M.....	300	30 Comme	Nbr of Spots	1	1	300
22	M-F 2p Rachael Ray M.....	300	30 Comme	Nbr of Spots	1	1	300
23	M-F 3p Doctors M.....	450	30 Comme	Nbr of Spots	1	1	450
24	M-F 5a News M.....	300	30 Comme	Nbr of Spots	1	1	300
25	M-F 5p News M.....	1500	30 Comme	Nbr of Spots	1	1	1500
26	M-F 530p News M.....	1500	30 Comme	Nbr of Spots	1	1	1500
27	M-F 6p News M.....	2000	30 Comme	Nbr of Spots	1	1	2000
28	M-F 6a News M.....	1000	30 Comme	Nbr of Spots	1	1	1000
29	M-F 7p Entertainment Tonight M.....	2000	30 Comme	Nbr of Spots	1	1	2000
30	M-F 7a Today Show	1400	30 Comme	Nbr of Spots	1	1	1400
Weekly Totals: Total Spots(Ord Spots)				70	15	85	

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 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 680 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Client: American Crossroads/ Issue

Submission Cost:

11/27 /693

Campaign Ref:

E:120718019

Sales Rep:

HRRP Washington, DC

Order Ref:

06238527

Business Type:

POLITICAL

Business Category:

Transactional

Original

Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Cost
M.....			Comme				
31 M-F 730p Extra		2000	30	Nbr of Spots	1	1	2000
M.....			Comme				
32 M-F 9a Today Show II		700	30	Nbr of Spots	1	1	700
M.....			Comme				
33 Sat 7a Today Show		625	30	Nbr of Spots	1	1	625
...S			Comme				
34 M-Su Late News Late Run		2500	30	Nbr of Spots	1	1	2500
...S			Comme				
35 Sun 6p News		1100	30	Nbr of Spots	1	1	1100
....S			Comme				
36 Sun 7p ET / 6p CT Football Night In		5500	30	Nbr of Spots	1	1	5500
....S			Comme				
37 Sun 8a Today Show		700	30	Nbr of Spots	1	1	700
....S			Comme				
38 M-F 1p Days Of Our Lives		500	30	Nbr of Spots	1	1	500
...T...			Comme				
39 M-Su 11p News		2500	30	Nbr of Spots	1	1	2500
...T...			Comme				
40 M-F 1135p ET / 1035p CT Tonight Show		1200	30	Nbr of Spots	1	1	1200
...T...			Comme				
Weekly Totals: Total Spots(Ord Spots)				70	15	85	

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
Submission Number 680 Issue 1



Client: American Crossroads/ Issue
Schedule Dates: 10/15/12 to 10/28/12
Est./PO Number: 06238527

Submission Cost: 104075

Campaign Ref: E-120718019

Sales Rep: HRP Washington, DC

Order Ref: 06238527

Business Type: POLITICAL

Business Category: Transactional

Original

Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Cost
41	M-F 12p Today Show II ...T...	300	30 Comme	Nbr of Spots 1	1	1	300
42	M-F 2p Rachael Ray ...T...	300	30 Comme	Nbr of Spots 1	1	1	300
43	M-F 3p Doctors ...T...	450	30 Comme	Nbr of Spots 1	1	1	450
44	M-F 4p Dr Oz ...T...	750	30 Comme	Nbr of Spots 1	1	1	750
45	M-F 5a News ...T...	300	30 Comme	Nbr of Spots 1	1	1	300
46	M-F 5p News ...T...	1800	30 Comme	Nbr of Spots 1	1	1	1500
47	M-F 530a News ...T...	500	30 Comme	Nbr of Spots 1	1	1	500
48	M-F 530p News ...T...	1500	30 Comme	Nbr of Spots 1	1	1	1500
49	M-F 6p News ...T...	2000	30 Comme	Nbr of Spots 1	1	1	2000
50	M-F 6a News ...T...	1000	30 Comme	Nbr of Spots 1	1	1	1000
51	M-F 7a Today Show ...T...	1400	30 Comme	Nbr of Spots 1	1	1	1400
Weekly Totals: Total Spots(Ord Spots)				70	15	85	

Crossroads Media
66 Canal Center Plaza
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Alexandria VA 22314

American Crossroads/ Issue
Submission Number 680 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601
PHONE (813) 228-8886

Original

Client:	American Crossroads/ Issue	Submission Cost:	11/27/693	Campaign Ref:	E:120718019
Buyer:	... 10/15/12 to 10/28/12	Client/Product/Estimate:	2	Sales Rep:	H-RP Washington, DC
Schedule Dates:		Weeks:		Order Ref:	06238527
Est/Po Number:	06238527	Contract Type:	Political	Business Type:	POLITICAL

Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Cost
52	M-F 730p Extra ...T...	2000	30 Comme	Nbr of Spots 1	1	1	2000
53	M-F 9a Today Show II ...T...	700	30 Comme	Nbr of Spots 1	1	1	700
54	M-F 1p Days Of Our Lives .T....	500	30 Comme	Nbr of Spots 1	1	1	500
55	M-Su 11p News .T....	2500	30 Comme	Nbr of Spots 1	1	1	2500
56	M-F 1135p ET / 1035p CT Tonight Show .T....	1200	30 Comme	Nbr of Spots 1	1	1	1200
57	M-F 12p Today Show III .T....	300	30 Comme	Nbr of Spots 1	1	1	300
58	M-F 2p Rachael Ray .T....	300	30 Comme	Nbr of Spots 1	1	1	300
59	M-F 3p Doctors .T....	450	30 Comme	Nbr of Spots 1	1	1	450
60	M-F 4p Dr Oz .T....	750	30 Comme	Nbr of Spots 1	1	1	750
61	M-F 5p News .T....	1500	30 Comme	Nbr of Spots 1	1	1	1500
62	M-F 530a News	500	30 Comme	Nbr of Spots 1	1	1	500
Weekly Totals: Total Spots(Ord Spots)				70	15	85	

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 Alexandria VA 22314

American Crossroads/ Issue
Submission Number 680 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	American Crossroads/ Issue		Submission Cost:	104075	Campaign Ref:	E-120778019
Buyer:	Schedule Dates: 10/15/12 to 10/28/12		Client/Product/Estimate:	11 /27 693	Sales Rep:	HRP Washington, DC
Est./PO Number:	06238527		Weeks:	2	Order Ref:	06238527
Contract type:	Political		Business Type:	POLITICAL	Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Cost
63	M-F 530p News	1500	Comme	Nbr of Spots	1	1	1500
64	M-F 6p News	2000	Comme	Nbr of Spots	1	1	2000
65	M-F 6a News	1000	Comme	Nbr of Spots	1	1	1000
66	M-F 7p Entertainment Tonight	2000	Comme	Nbr of Spots	1	1	2000
67	M-F 7a Today Show	1400	Comme	Nbr of Spots	1	1	1400
68	M-F 9a Today Show II	700	Comme	Nbr of Spots	1	1	700
69	M-F 1p Days Of Our Lives	500	Comme	Nbr of Spots	1	1	500
70	M-Su 11p News	2500	Comme	Nbr of Spots	1	1	2500
71	M-F 1135p ET / 1035p CT Tonight Show	1200	Comme	Nbr of Spots	1	1	1200
72	M-F 12p Today Show III	300	Comme	Nbr of Spots	1	1	300
73	M-F 2p Rachael Ray	300	Comme	Nbr of Spots	1	1	300
Weekly Totals:				30	70	15	85
Total Spots(Ord Spots)				30	70	15	85

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American Crossroads/ Issue
Submission Number 680 Issue 1



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Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue
Buyer: " "
Schedule Dates: 10/1/12 to 10/28/12
Est./PO Number: 06238527

Submission Cost: 104075
Client/Product/Estimate: 11/27/693
Weeks: 2
Contract type: Political
Campaign Ref: E:120718019
Sales Rep: HRP Washington, DC
Order Ref: 06238527
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Cost
74	M-F 3p Doctors .W....	450	Comme	Nbr of Spots	1	1	450
75	M-F 4p Dr Oz .W....	750	Comme	Nbr of Spots	1	1	750
76	M-F 5a News .W....	300	Comme	Nbr of Spots	1	1	300
77	M-F 5p News .W....	1500	Comme	Nbr of Spots	1	1	1500
78	M-F 530a News .W....	500	Comme	Nbr of Spots	1	1	500
79	M-F 530p News .W....	1500	Comme	Nbr of Spots	1	1	1500
80	M-F 6p News .W....	2000	Comme	Nbr of Spots	1	1	2000
81	M-F 6a News .W....	1000	Comme	Nbr of Spots	1	1	1000
82	M-F 7p Entertainment Tonight .W....	2000	Comme	Nbr of Spots	1	1	2000
83	M-F 7a Today Show .W....	1400	Comme	Nbr of Spots	1	1	1400
84	M-F 730p Extra	2000	Comme	Nbr of Spots	1	1	2000
Weekly Totals: (Total Spots/Ord Spots)				70	15	85	

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
Submission Number 680 Issue 1



Original
WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Client: American Crossroads/Issue
Buyer: " "
Schedule Dates: 10/15/12 to 10/28/12
Est./PO Number: 06238527

Submission Cost: 104075
Client/Product/Estimate: 11 /27 /693
Weeks: 2
Contract type: Political

Campaign Ref: E:120778019
Sales Rep: HRP Washington, DC
Order Ref: 06238527
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Cost
W...			Comme				
85	M-F 9a Today Show II	700	Nbr of Spots	1		1	700
W...			Comme				

Weekly Totals: Total Spots(Ord Spots)

Grand Totals

Totals		10/15	Month 10 Weeks: 4	10/22
Spots	85		70	15

104075

86425

17650

Grand Totals:

Spots:	85
Gross Total:	104,075.00
Commission:	15,611.25
Net Total:	88,463.75



WFLA-TV
A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453	2012	WFLA I SS
Crossroads Media	INVOICE DATE	10/28/12 E:120718019
66 Canal Center Plaza	ORDER TYPE	Political
Suite 555	INVOICE NUMBER	WFLA
ALEXANDRIA VA 22314	SCHEDULE DATES	1 10/01/2012 - 10/2
	10/15/12-10/28/12	
	Standard Broadcast Month	
	TERMS: NET 30 DAYS.	

REF#: 11 /27 /693
Desc: 06238527

SCHEDULE							ACTUAL BROADCAST			RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT		
M-F 1p Days Of Our Lives					*WFLA	:30 Commercial					
500.00	1	1	10/19	FR	12:59P	30 USPRTV21ACH	500.00				
Fri 10p ET / 9p CT Dateline	N8				*WFLA	:30 Commercial					
5000.00	2	1	10/19	FR	10:11P	30 USPRTV21ACH	5000.00				
M-Su 11p News					*WFLA	:30 Commercial					
2500.00	3	1	10/19	FR	11:31P	30 USPRTV21ACH	2500.00				
M-F 1135p ET / 1035p CT Tonight					*WFLA	:30 Commercial					
1200.00	4	1	10/19	FR	11:58P	30 USPRTV21ACH	1200.00				
M-F 12p Today Show III					*WFLA	:30 Commercial					
300.00	5	1	10/19	FR	12:28P	30 USPRTV21ACH	300.00				
M-F 2p Rachael Ray					*WFLA	:30 Commercial					
300.00	6	1	10/19	FR	02:16P	30 USPRTV21ACH	300.00				
M-F 3p Doctors					*WFLA	:30 Commercial					
450.00	7	1	10/19	FR	03:19P	30 USPRTV21ACH	450.00				
M-F 4p Dr Oz					*WFLA	:30 Commercial					
750.00	8	1	10/19	FR	04:39P	30 USPRTV21ACH	750.00				
M-F 5p News					*WFLA	:30 Commercial					
1500.00	9	1	10/19	FR	05:11P	30 USPRTV21ACH	1500.00				
M-F 530a News					*WFLA	:30 Commercial					
500.00	10	1	10/19	FR	05:53A	30 USPRTV21ACH	500.00				
M-F 530p News					*WFLA	:30 Commercial					
1500.00	11	1	10/19	FR	05:56P	30 USPRTV21ACH	1500.00				
M-F 6p News					*WFLA	:30 Commercial					
2000.00	12	1	10/19	FR	06:23P	30 USPRTV21ACH	2000.00				
M-F 6a News					*WFLA	:30 Commercial					
1000.00	13	1	10/19	FR	06:41A	30 USPRTV21ACH	1000.00				
M-F 7p Entertainment Tonight					*WFLA	:30 Commercial					
2000.00	14	1	10/19	FR		30 .00 Preempt	.00				
*** Continued ***											

PERIOD COST 112,075.00

85 Total Units	Debits .00
ACTUAL GROSS BILLING 104,075.00	Credits 8,000.00-
AGENCY COMMISSION 15,611.25	TOTAL RECONCILING 8,000.00CR
NET DUE 88,463.75	

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WFLA-TV
P.O. Box 1410
Tampa, FL 33601

News Channel 8
WFLA-TV Tampa, FL Programming

ADVERTISER American Crossroads/ Issue PRODUCT American Crossroads

INVOICE NUMBER 0100033230	BROADCAST MONTH 10/01/2012 - 10/28,
---------------------------	-------------------------------------

AMOUNT DUE
88,463.75

REMIT TO:

*00174

000021453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425





WFLA-TV
A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)
SLSR: HRP Washington, DC
ADV: American Crossroads/ Issue
PROD: American Crossroads

2012	WFLA I SS
INVOICE DATE	10/28/12 E:120718019
ORDER TYPE	Political
INVOICE NUMBER	WFLA
SCHEDULE DATES	PAGE BROADCAST MONTH
10/15/12-10/28/12	2 10/01/2012 - 10/2
Standard Broadcast Month	
TERMS: NET 30 DAYS.	

REF#: 11 /27 /693

Desc: 06238527

SCHEDULE										RECONCILIATION
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	ACTUAL BROADCAST LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT	
M-F 7a Today Show										
1400.00	15	1	10/19	FR	08:57A	:30 Commercial				
M-F 730p Extra	2000.00	16	1	10/19	FR	:30 Commercial	1400.00			
							.00	Preempt	2000.00-	
								Program Change		
M-F 9a Today Show II										
700.00	17	1	10/19	FR	09:52A	:30 Commercial	700.00			
M-F 1p Days Of Our Lives	500.00	18	1	10/22	MO	:30 Commercial	500.00			
M-Su 11p News	2500.00	19	1	10/22	MO	01:58P	:30 Commercial			
M-F 1135p ET / 1035p CT Tonight	1200.00	20	1	10/22	MO	11:33P	2500.00			
M-F 12p Today Show III	300.00	21	1	10/22	MO	12:51P	:30 Commercial			
M-F 2p Rachael Ray	300.00	22	1	10/22	MO	02:35P	1200.00			
M-F 3p Doctors	450.00	23	1	10/22	MO	03:12P	:30 Commercial			
M-F 5a News	300.00	24	1	10/22	MO	05:28A	450.00			
M-F 5p News	1500.00	25	1	10/22	MO	05:15P	:30 Commercial			
M-F 530p News	1500.00	26	1	10/22	MO	05:58P	1500.00			
M-F 6p News	2000.00	27	1	10/22	MO	06:11P	:30 Commercial			
M-F 6a News	1000.00	28	1	10/22	MO	06:21A	2000.00			
M-F 7p Entertainment Tonight	2000.00	29	1	10/22	MO	:30 Commercial	1000.00			
							.00	Preempt	.00-	
								Program Change		
M-F 7a Today Show										
1400.00	30	1	10/22	MO	08:37A	:30 Commercial	1400.00			
M-F 730p Extra	2000.00	31	1	10/22	MO	:30 Commercial				
							.00	Preempt	2000.00-	
								Program Change		
M-F 9a Today Show II										
700.00	32	1	10/22	MO	09:29A	:30 Commercial	700.00			
Sat 7a Today Show	625.00	33	1	10/20	SA	07:29A	:30 Commercial	625.00		
M-Su Late News Late Run										
*** Continued ***										

PERIOD COST 112,075.00

85 Total Units	Debits .00
ACTUAL GROSS BILLING	SUB-TOTALS Credits 8,000.00-
AGENCY COMMISSION	TOTAL RECONCILING 8,000.00CR
NET DUE	88,463.75

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WFLA-TV
A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANORIA VA 22314

REP.: WFLA (Washington Oc)
SLSR: HRP Washington, DC
ADV.: American Crossroads/ Issue
PROD: American Crossroads

2012 INVOICE DATE	WFLA I SS Political	WFLA
10/28/12	E: 120718019	
ORDER TYPE	PAGE	BROADCAST MONTH
0100033230	3	10/01/2012 - 10/2
SCHEDULE DATES		
10/15/12-10/28/12		
TERMS: NET 30 DAYS.		
Standard Broadcast Month		

REF#: 11 /27 /693
Desc: 06238527

SCHEDULE										RECONCILIATION
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	ACTUAL BROADCAST LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT	
Sun 6p News	2500.00	34	1	10/21	SU 11:54P	30 USPRTV21ACH :30 Commercial	2500.00			
	1100.00	35	1	10/21	SU 06:10P	30 USPRTV21ACH :30 Commercial	1100.00			
Sun 8a Today Show	700.00	37	1	10/21	SU 08:29A	30 USPRTV21ACH :30 Commercial	700.00			
M-F 1p Days Of Our Lives	500.00	38	1	10/18	TH 01:24P	30 USPRTV21ACH :30 Commercial	500.00			
M-Su 11p News	2500.00	39	1	10/18	TH 11:28P	30 USPRTV21ACH :30 Commercial	2500.00			
M-F 1135p ET / 1035p CT Tonight	1200.00	40	1	10/18	TH 12:20A	30 USPRTV21ACH :30 Commercial	1200.00			
M-F 12p Today Show III	300.00	41	1	10/18	TH 12:28P	30 USPRTV21ACH :30 Commercial	300.00			
M-F 2p Rachael Ray	300.00	42	1	10/18	TH 02:59P	30 USPRTV21ACH :30 Commercial	300.00			
M-F 3p Doctors	450.00	43	1	10/18	TH 03:19P	30 USPRTV21ACH :30 Commercial	450.00			
M-F 4p Oz	750.00	44	1	10/18	TH 04:39P	30 USPRTV21ACH :30 Commercial	750.00			
M-F 5a News	300.00	45	1	10/18	TH 05:10A	30 USPRTV21ACH :30 Commercial	300.00			
M-F 5p News	1500.00	46	1	10/18	TH 05:11P	30 USPRTV21ACH :30 Commercial	1500.00			
M-F 530a News	500.00	47	1	10/18	TH 05:41A	30 USPRTV21ACH :30 Commercial	500.00			
M-F 530p News	1500.00	48	1	10/18	TH 05:44P	30 USPRTV21ACH :30 Commercial	1500.00			
M-F 6p News	2000.00	49	1	10/18	TH 06:21P	30 USPRTV21ACH :30 Commercial	2000.00			
M-F 6a News	1000.00	50	1	10/18	TH 06:22A	30 USPRTV21ACH :30 Commercial	1000.00			
M-F 7a Today Show	1400.00	51	1	10/18	TH 08:49A	30 USPRTV21ACH :30 Commercial	1400.00			
M-F 730p Extra	2000.00	52	1	10/18	TH *** Continued ***	30 .00 Preempt Program Change	2000.00-			
M-F 9a Today Show II	700.00	53	1	10/18	TH 09:27A	30 USPRTV21ACH :30 Commercial	700.00			
M-F 1p Days Of Our Lives	500.00	54	1	10/16	TU 12:58P	30 USPRTV21ACH :30 Commercial	500.00			
M-Su 11p News	2500.00	55	1	10/16	TU 11:26P	30 USPRTV21ACH :30 Commercial	2500.00			
M-F 1135p ET / 1035p CT Tonight	1200.00	56	1	10/16	TU 12:30A	30 USPRTV21ACH :30 Commercial	1200.00			
M-F 12p Today Show III	300.00	57	1	10/16	TU 12:28P	30 USPRTV21ACH :30 Commercial	300.00			

85 Total Units

ACTUAL GROSS BILLING	Debits .00
104,075.00	Credits 8,000.00-
AGENCY COMMISSION	TOTAL RECONCILING 8,000.00CR
15,611.25	
NET DUE 88,463.75	

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PERIOD COST 112,075.00



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
 Tampa, FL 33606
 Tele (813) 288-8888
 Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453
 Crossroads Media
 66 Canal Center Plaza
 Suite 555
 ALEXANDRIA VA 22314

REP_: WFLA (Washington Dc)
 SLSR: HRP Washington, DC
 ADV_: American Crossroads/ Issue
 PROD: American Crossroads

2012 INVOICE DATE	WFLA I SS 10/28/12 E: 120718019
ORDER TYPE	Political
INVOICE NUMBER	WFLA
SCHEDULE DATES	PAGE BROADCAST MONTH
10/15/12-10/28/12	4 10/01/2012 - 10/2
	Standard Broadcast Month
TERMS: NET 30 DAYS.	

REF#: 11 /27 /693

Desc: 06238527

SCHEDULE										RECONCILIATION
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	ACTUAL BROADCAST LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT	
M-F 2p Rachael Ray						*WFLA :30 Commercial				
300.00	58	1	10/16	TU	02:26P	30 USPRTV21ACH :30 Commercial	300.00			
M-F 3p Doctors						*WFLA :30 Commercial				
450.00	59	1	10/16	TU	03:39P	30 USPRTV21ACH :30 Commercial	450.00			
M-F 4p Dr Oz						*WFLA :30 Commercial				
750.00	60	1	10/16	TU	04:20P	30 USPRTV21ACH :30 Commercial	750.00			
M-F 5p News						*WFLA :30 Commercial				
1500.00	61	1	10/16	TU	05:29P	30 USPRTV21ACH :30 Commercial	1500.00			
M-F 530a News						*WFLA :30 Commercial				
500.00	62	1	10/16	TU	05:58A	30 USPRTV21ACH :30 Commercial	500.00			
M-F 530p News						*WFLA :30 Commercial				
1500.00	63	1	10/16	TU	05:59P	30 USPRTV21ACH :30 Commercial	1500.00			
M-F 6p News						*WFLA :30 Commercial				
2000.00	64	1	10/16	TU	06:13P	30 USPRTV21ACH :30 Commercial	2000.00			
M-F 6a News						*WFLA :30 Commercial				
1000.00	65	1	10/16	TU	06:58A	30 USPRTV21ACH :30 Commercial	1000.00			
M-F 7p Entertainment Tonight						*WFLA :30 Commercial				
2000.00	66	1	10/16	TU		30 .00 Preempt Program Change	.00-			
M-F 7a Today Show						*WFLA :30 Commercial				
1400.00	67	1	10/16	TU	08:57A	30 USPRTV21ACH :30 Commercial	1400.00			
M-F 9a Today Show II						*WFLA :30 Commercial				
700.00	68	1	10/16	TU	09:56A	30 USPRTV21ACH :30 Commercial	700.00			
M-F 1p Days Of Our Lives						*WFLA :30 Commercial				
500.00	69	1	10/17	WE	12:58P	30 USPRTV21ACH :30 Commercial	500.00			
M-Su 11p News						*WFLA :30 Commercial				
2500.00	70	1	10/17	WE	11:13P	30 USPRTV21ACH :30 Commercial	2500.00			
M-F 1135p ET / 1035p CT Tonight						*WFLA :30 Commercial				
1200.00	71	1	10/17	WE	12:00A	30 USPRTV21ACH :30 Commercial	1200.00			
M-F 12p Today Show III						*WFLA :30 Commercial				
300.00	72	1	10/17	WE	12:51P	30 USPRTV21ACH :30 Commercial	300.00			
M-F 2p Rachael Ray						*WFLA :30 Commercial				
300.00	73	1	10/17	WE	02:58P	30 USPRTV21ACH :30 Commercial	300.00			
M-F 3p Doctors						*WFLA :30 Commercial				
450.00	74	1	10/17	WE	03:58P	30 USPRTV21ACH :30 Commercial	450.00			
M-F 4p Dr Oz						*WFLA :30 Commercial				
750.00	75	1	10/17	WE	04:37P	30 USPRTV21ACH :30 Commercial	750.00			
M-F 5a News						*WFLA :30 Commercial				
300.00	76	1	10/17	WE	05:28A	30 USPRTV21ACH :30 Commercial	300.00			
M-F 5p News						*WFLA :30 Commercial				
1500.00	77	1	10/17	WE	05:28P	30 USPRTV21ACH :30 Commercial	1500.00			
M-F 530a News						*WFLA :30 Commercial				
500.00	78	1	10/17	WE	05:42A	30 USPRTV21ACH :30 Commercial	500.00			
M-F 530p News						*WFLA :30 Commercial				
1500.00	79	1	10/17	WE	05:58P	30 USPRTV21ACH :30 Commercial	1500.00			
M-F 6p News						*WFLA :30 Commercial				
*** Continued ***										

PERIOD COST 112,075.00

85 Total Units	Debits .00
ACTUAL GROSS BILLING 104,075.00	Credits 8,000.00-
AGENCY COMMISSION 15,611.25	TOTAL RECONCILING 8,000.00CR
NET DUE 88,463.75	

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WFLA-TV
A MEDIA GENERAL STATION

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Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)
SLSR: HRP Washington, DC
ADV: American Crossroads/ Issue
PROD: American Crossroads

2012	WFLA I SS
INVOICE DATE	10/28/12 E: 120718019
ORDER TYPE	Political
INVOICE NUMBER	WFLA
SCHEDULE DATES	PAGE BROADCAST MONTH
10/15/12-10/28/12	5 10/01/2012 - 10/2
Standard Broadcast Month	
TERMS: NET 30 DAYS.	

REF#: 11 /27 /693

Desc: 06238527

SCHEDULE										RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	ACTUAL BROADCAST LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT		
M-F 6a News	2000.00	80	1	10/17	WE 06:24P	30 USPRTV21ACH :30 Commercial	2000.00				
	1000.00	81	1	10/17	WE 06:27A	30 USPRTV21ACH :30 Commercial	1000.00				
M-F 7p Entertainment Tonight	2000.00	82	1	10/17	WE *WFLA	30 USPRTV21ACH :30 Commercial	.00	Preempt Program Change	.00-		
M-F 7a Today Show	1400.00	83	1	10/17	WE *WFLA	30 USPRTV21ACH :30 Commercial	1400.00				
M-F 730p Extra	2000.00	84	1	10/17	WE *WFLA	30 USPRTV21ACH :30 Commercial	.00	Preempt Program Change	2000.00-		
M-F 9a Today Show II	700.00	85	1	10/17	WE 09:27A	30 USPRTV21ACH :30 Commercial	700.00				
M-F 7p News	2000.00	90	1	10/19	FR 07:09P	30 USPRTV21ACH :30 Commercial	2000.00				
M-F 730p Entertainment Tonight	2000.00	91	1	10/19	FR 07:55P	30 USPRTV21ACH :30 Commercial	2000.00				
M-F 7p News	2000.00	92	1	10/22	MO 07:11P	30 USPRTV21ACH :30 Commercial	2000.00				
M-F 730p Entertainment Tonight	2000.00	93	1	10/22	MO 07:56P	30 USPRTV21ACH :30 Commercial	2000.00				
M-F 7p News	2000.00	94	1	10/18	TH 07:56P	30 USPRTV21ACH :30 Commercial	2000.00				
	2000.00	95	1	10/16	TU 07:16P	30 USPRTV21ACH :30 Commercial	2000.00				
	2000.00	96	1	10/17	WE 07:14P	30 USPRTV21ACH :30 Commercial	2000.00				
M-F 730p Entertainment Tonight	2000.00	97	1	10/17	WE 07:46P	30 USPRTV21ACH :30 Commercial	2000.00				
Sun 7p ET / 6p CT Football Night	5500.00	98	1	10/21	SU 07:08P	30 USPRTV21ACH :30 Commercial	5500.00				
Total Airtime Gross Spot Revenue:											
						104,075.00					

PERIOD COST 112,075.00

85 Total Units		Debits .00
ACTUAL GROSS BILLING	104,075.00	Credits 8,000.00-
AGENCY COMMISSION	15,611.25	Sub-Totals
		8,000.00-
NET DUE	88,463.75	TOTAL RECONCILING 8,000.00CR

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